

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

May 15, 1997

RJR Account #026300  
Mr. M. Auer  
AUER & COMPANY

**JULY DORAL B2GE FLASHLIGHT / PROMOTION #700727**

Dear Mike:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 67 SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	3
12300-22081	FF Box 100	2
12300-84106	LT Box	2
12300-22084	LT Box 100	2

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE:

2.5280

SKU WT (w/o Product):

10.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$2,495.83

Non-EFT \$ Amount:

\$N/A

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B2GPF  
AUER & COMPANY

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$126.00 (4.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: S. Schwalm  
Enc. Wholesaler Packing Instructions  
Retail Customer List

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

V-DORFL.DOC

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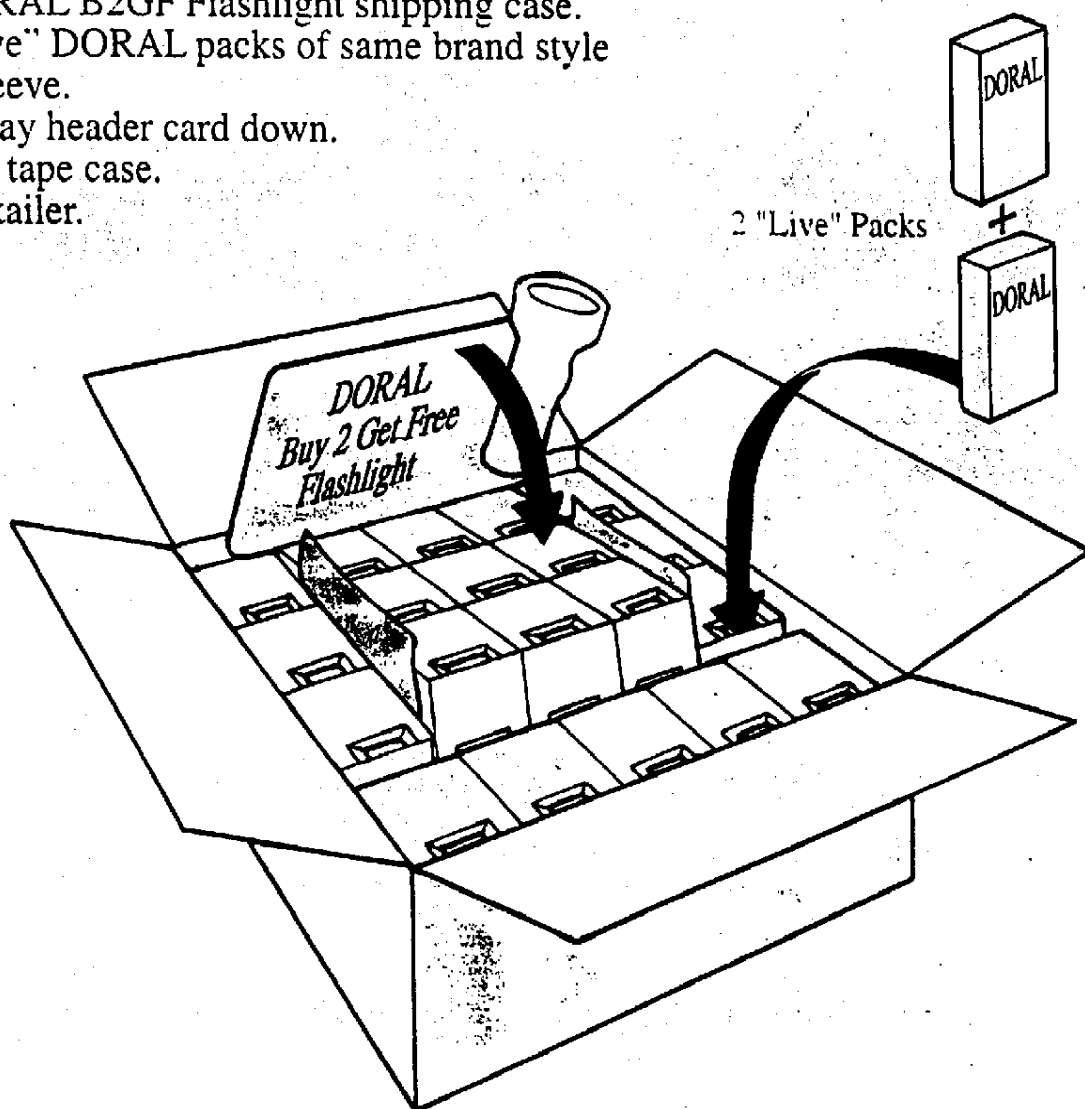
# WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR. '97

July DORAL B2GF Flashlight

## STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	FF Box 100	LT Box	LT Box 100		
Number of Cartons	1	1	1	1		

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 3  
 DATE: 97-05-12  
 TIME: 03:48 PM

 WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>  
 TEMPLATE : 700727 70700 DOR FLASHLIGHT  
 TEMPLATE SEQ : 0010  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	2				(315)564-6066
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	5				(315)695-2059
162202	162232	487589	LOU'S CAR CARE SERV	7361 STATE FAIR B	BALDWINVILLE	NY	13027	1				(315)638-0281
162202	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	4				(315)776-5511
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	1				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	3		0990-0000		(315)454-0117
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162202	162232	293068	PIT STOP #8	50 ONASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162205	162237	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315)448-1008
162205	162230	173146	GEDDES ST MARKET	901 S GEDDES ST	SYRACUSE	NY	13204	2				(315)472-1557
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	4				(315)468-5741
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315)469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315)487-7581
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2				(315)479-9672
162205	162237	632844	C F M #33-069-P	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315)475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1				(315)472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	1				(315)488-6025
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	4				(315)476-4164
162205	162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315)422-6818
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	2				(315)474-3569
162205		750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7639
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	1			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	4 NYS			976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	2 NYS		1441-0000		(315)564-7200
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1 NYS		1441-0000		(315)331-9575
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	2 NYS				(315)754-6421

PAGE BREAK TOTAL ACCOUNTS 39 TOTAL QUANTITY 67

TEMPLATE TOTAL ACCOUNTS 39 TOTAL QUANTITY 67

51862 2942

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 026300  
VOUCHER NUMBER: 15360184  
DATE WRITTEN: 07/10/97.  
STATUS: PAID  
AMOUNT PAID: 126.00

AUER & COMPANY  
571 W BRIGHTON AVE  
SYRACUSE , NY 13205  
SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.50	126.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/S. SCHWALM

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